Is India ready to travel smart?

If you thought the advent of web check-in was impressive, wait for what the Internet of Things (IoT) has in store. While still at a nascent stage, IoT will open the doors of convenience in travel. But, are we ready for the massive upgrade it will bring?

AHANA GURUNG

The convergence happening through IoT of Apps and devices has already taken the travel market to a new level of exclusivity and is definitely going to put across more opportunities and convenience for travellers by giving access to wide information with just a click. Services can be automated as per the preference of the end user and has immense potential to help the travel industry and make it more efficient. With the emergence of modern technology support, we are moving towards an age where digitalisation has become a necessity. India, having an immense travel market is sure to grow in leaps and bounds. Though, for adoption of IoT, basic Internet infrastructure needs to be in place.

Anil Parashar
President & CEO
InterGlobe Technology Quotient

The Internet of Things (IoT) is most talked about these days. The IoT's thumb rule for the future has become "anything that can be connected will be connected." Thus, growth in analytics and cloud computing is increasing the connectedness of travellers. The travel industry has doubtlessly seen further evolution which can be termed as good effects of IoT. Almost every company has stepped up its digital innovation of late. Today's travellers are ingenious; they need enhanced comforts along with personalised consideration. Hence, digitalisation has changed the way we connect with customers giving a more 'personal digitised' touch.

Meenu Sachdeva
Managing Director
TI Infotech

With IoT, hoteliers will take the personalisation experience for customer delight to a whole new level. This will see them embrace an integrated technology architecture that stimulates a reaction from the time a consumer has searched for a hotel or a travel experience to the time the guest actually checks out of the hotel. Hoteliers leveraging IoT technologies may even win the war against price discounts as it allows them to provide a unique value and create a loyal customer base in this fiercely competitive hospitality industry.

Avinash Lodha
Chief Executive Officer
RezNext Global Solutions

IoT is a debatable topic but I believe that everything will be connected. As everything that you have will be connected, you can access anything from anywhere and this will lead to more searches, more bookings and ultimately better revenues for the travel companies. We are at such a juncture where the people in India are looking for devices or mediums for them to get connected and eventually save their time and money, but at the same time we need to take care of issues related to data security and how the companies will find out a way to store, track, analyse and make sense of the vast amount of data that will be generated when more and more devices will get connected.

Jaal Shah
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